

**DEPARTMENT OF COMMUNITY AND ECONOMIC DEVELOPMENT
Planning Division**

TO: **City Council Commercial Center Improvement Committee**
 Council Member Kevin Dowling, Chairperson
 Council Member Barbara Halliday
 Council Member Bill Ward

THRU: **Jesús Armas, City Manager**

FROM: **Sylvia Ehrental, Director of Community & Economic Development**

SUBJECT:	City Council Commercial Center Improvement Committee Agenda
DATE:	Monday, March 28, 2005
TIME:	5:30 p.m. – 6:30 p.m.
LOCATION:	Work Session Room 2A, Second Floor

City Council Commercial Center Improvement Committee

March 28, 2005

5:30 p.m. – 6:30 p.m.

2nd Floor Work Session Room 2A

Hayward City Hall

777 'B' Street

Hayward, CA 94541

AGENDA

CALL MEETING TO ORDER

PUBLIC COMMENTS *(The Committee welcomes your comments at this point for items not on the agenda. If you have a comment about an item listed here, the Committee requests that your comments be made when that item is discussed.)*

AGENDA ITEMS

- | | <u>Action</u> |
|----------------------------------|----------------------|
| 1. Bedford Plaza Shopping Center | Review and Comment |
| 2. Proposed Smart & Final Store | Review and Comment |

ADJOURNMENT

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cc: Mayor Cooper
City Manager
Assistant City Manager
Deanna Bogue
Public Works Director

City Clerk
Planning Manager
CED Administrator
Daily Review
Main Library

Council Member Dowling
Council Member Halliday
Council Member Ward
Richard Patenaude
Post



CITY OF HAYWARD

STAFF REPORT

AGENDA DATE 03/28/05

AGENDA ITEM 1

TO: City Council Commercial Center Improvement Committee

FROM: Director of Community and Economic Development

SUBJECT: Bedford Plaza Shopping Center

RECOMMENDATION:

It is recommended that the Committee review and comment on this report.

DISCUSSION:

The Bedford Plaza shopping center covers 6.56 acres at the southwest corner of Hesperian Boulevard and West A Street. The two original buildings, totaling 68,086 square feet, were built in 1968. The 2,656-square-foot Burger King restaurant was built on West A Street in 1985. The 8,205-square-foot retail and office building at the corner of Hesperian Boulevard and West A Street was built in 1989.

The property is zoned Neighborhood Commercial (CN) District. The General Plan land use designation for the shopping center is Retail and Office Commercial; this classification is used for areas where mixed retail and office uses are encouraged. The shopping center is accessed from both Hesperian Boulevard and West A Street. AC Transit operates local bus routes connecting the shopping center to the Hayward, South Hayward, San Leandro and Union City BART stations.

The center is at a prominent intersection that experiences a great amount of both commute and local traffic, which is ideal to form a customer base. When constructed, the major tenants for the center were a grocery store and a major drug store (Payless); several different grocers have occupied space in this center. The grocery store space is now taken by Dollar Tree with the drug store space now vacant. A thrift store most recently occupied the drug store space.

The owner proposes to renovate the facades of the original shopping center buildings: the primary building (housing Dollar Tree) and the southerly satellite building (housing Togo's). The owner also proposes to add 8,000 square feet to the original drug store space, for a total of 27,000 square feet, to accommodate Mi Pueblo market. The buildings occupied by Ray's Sushi, Burger King restaurant, and the Abacus and Manila Garden restaurants, all along West A Street, would not be altered at this time.

The required number of parking spaces for this center, with the addition, is 353. The site can accommodate only 343 spaces. However, the center has a number of uses that are considered either daytime or nighttime uses. With the approval of an Administrative Use Permit, the Planning

Director may authorize a reduction in the number of parking spaces to account for shared parking for businesses that are used at different times. The Administrative Use Permit would also be used to consider the proposed architectural and site plan modifications.

Architecture

The shopping center was developed in phases, with no unifying architectural theme. The owner proposes to renovate the facades of the original buildings with an eclectic Mission style. The mansard roofs would be removed and replaced by a colonnaded walkway along the front of the main building. Mi Pueblo market would be highlighted with a raised entry façade and paired towers with quatrefoil decorations. “Bell” towers would mark each of the entrances to Dollar Tree, one on the west elevation and one on the north; these are capped by a tiled hip roof. However, the design used for Mi Pueblo has not been used throughout.

The remainder of the project appears to be disparate, largely because of the use of a flat, contemporary parapet rather than one of the Mission style proposed at the market. Staff recommends that the styling be consistent. Staff also recommends that the extended entries for Hancock Fabrics, World’s Fare Donuts and Washland be designed with either a tiled roof or a Mission-style parapet. The use of common details also would tie the project together. The curved arches should be used throughout the project. Additional quatrefoils and vine-covered trellises should be used to soften all large wall sections without storefront openings. An additional material, and/or a change in plane, should be added to the base of all walls and columns. The plans indicate that the applicant intends to use a range of complementary colors to create identity for the individual tenants; staff encourages this direction as it will create also a unique identity for the center as a whole.

Staff was informed that the newer buildings on the property are not proposed for remodeling at this time since they are of a contemporary style and the applicant considers them to be attractive and functional elements of the center; the Burger King building meets the needs of its corporate tenant. These buildings are capped with tile roofs that would relate to the proposed Mission style of the new facades, especially given the staff recommendation for tile roofs at the extended entries.

Landscaping

Although the street frontages are landscaped and well maintained, the parking lot does not conform to today’s standards requiring plant materials and trees throughout the lot. The owner proposes to add landscape areas at the ends of all parking rows and these areas would contain shrubs and trees. Tree wells would be added throughout the parking lot at the rate of one tree well for every six parking spaces. The use of tree wells rather than full “islands” would maximize the number of parking spaces while providing an attractive view across the parking lot from the street. With these additions, the landscape will meet City standards.

Signs

Individual tenant spaces in this center are difficult to sign as the architectural design includes mansard roofs, reducing the amount of wall area. The new facades would provide adequate wall space on which to install high quality signs. A sign program should be developed for the center, to ensure uniform in sign types, styles and locations. The tall pole sign, located in the parking area, would be replaced by two monument signs, one at each street entrance.

CONCLUSION:

The Committee met with the owner of the shopping center at its October 25, 2004 meeting. The Committee commented that this shopping center would benefit from either (1) the addition of a major tenant incorporating a major remodel or (2) a reuse of the land to provide a mixed retail and office development that better serves the surrounding neighborhoods. The addition of the grocery store would benefit the neighborhoods westerly of the Nimitz Freeway (especially Longwood-Winton Grove, Southgate and Mt. Eden). Its addition is the impetus for the proposed remodel of the center and should encourage a better mix of secondary retail tenants.

The proposal for the Bedford Plaza retail center is consistent with the City's goals and policies for development on this site and provides the types of changes suggested by the Committee. The architectural design would be consistent with St. Joachim's Church, its neighbor to the south. Committee comments provided at this meeting, together with the staff recommendations in the staff report, would aid in the preparation of this project for consideration by the Planning Director.

Prepared by:

Richard E. Patenaude, AICP
Principal Planner

Recommended by:

Sylvia Ehrental
Director of Community and Economic Development

Approved by:

Jesús Armas, City Manager

Attachments: Aerial Photograph
Photographs
Plans



CITY OF HAYWARD

STAFF REPORT

AGENDA DATE 3/28/05
AGENDA ITEM 2

TO: City Council Commercial Center Improvement Committee

FROM: Director of Community and Economic Development

SUBJECT: Proposed Smart & Final Store

RECOMMENDATION:

It is recommended that the Committee review and comment on this report.

DISCUSSION:

The applicant, Browman Development, proposes to house a *Smart & Final* discount/warehouse grocery store in a new 22,000-square-foot building. Initially, 4,000 square feet of the building would be made available to smaller retail tenants until such time *Smart & Final* had the need to expand. The development is proposed for a two-acre site at the southwest corner of Hesperian Boulevard and Sueirro Street, southerly of *The Home Depot*. The site is owned by the City.

The site is located within the *Air Terminal – Commercial (AT-C) District*. With approval of an Administrative Use Permit, this Zoning District permits the retail sale of goods with a regional or sub-regional marketing base on land not exceeding 8 acres and which is visible from Hesperian Boulevard. The property to the south contains a multi-tenant building designed for businesses that need a showroom or office facing Hesperian Boulevard along with warehouse space facing Skywest Drive. As a result, its tenants consist primarily of businesses offering building materials sales and fabrication. The properties across Skywest Drive to the west contain aircraft storage and sales, along with flight instruction schools.

Site Plan

The *Smart & Final* store is proposed along the southerly edge of the property with the storefront facing the main parking lot off Sueirro Street and The Home Depot. The primary customer access would align with The Home Depot's driveway on Sueirro Street. A "through" driveway that provides access from both Hesperian Boulevard and Skywest Drive would be shared with the business to the south. The loading area also would be accessed from this Skywest driveway. The project would provide adequate parking and landscaping based on City regulations.

The attached plans show that the façade facing Hesperian Boulevard would be a decorative wall. However, staff was informed that this façade would be modified to include storefront windows and possibly doors to accommodate smaller tenants. The design of the area is such that *Smart and Final* could eventually take over the entire building. In staff's opinion, with considerable attention

paid to the Hesperian frontage in terms of windows, doors and decorative elements, the orientation of the building would be much more satisfactory as it relates to street appeal.

Architecture and Landscaping

The building is designed in a classical architectural theme with a variety of textures. A raised parapet and metal canopy would emphasize the main entry. A stucco finish is proposed for the main building walls with a brick veneer base. Brick veneer also would be used in those wall sections without door or window openings; vine-covered trellises would further soften the appearance. The molded cornice would provide a solid cap for the building. Pilasters would establish a rhythm and break up the long horizontal building lines. Vertical growth landscaping would soften the south elevation. Staff recommends that decorative elements, such as colored tiles, be added to the pilasters for additional visual interest. The large pedestrian area along the front of the building should also be accented with landscape and/or sculptural elements.

CONCLUSION:

Browman Development's proposal for a subregional-based retail center is consistent with the City's goals and policies for development on this site and provides another anchor at the Airport gateway. The architecture and building materials would be consistent with the design theme established by The Home Depot. Committee comments provided at this meeting, together with the staff recommendations in the staff report, would aid in the preparation of this project for consideration by the Planning Director.

Prepared by:

Richard E. Patenaude, AICP
Principal Planner

Recommended by:

Sylvia Ehrental
Director of Community and Economic Development

Approved by:

Jesús Armas, City Manager

Attachments: Aerial Photograph
Plans

St. Joachim
Church

Hesperian Blvd.

Suero Street

Skywest Drive

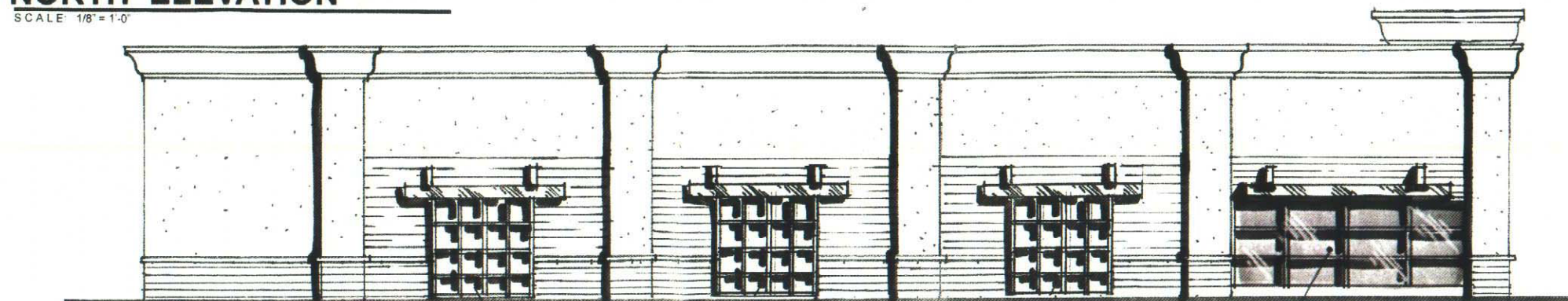
HOME DEPOT





NORTH ELEVATION

SCALE: 1/8" = 1'-0"

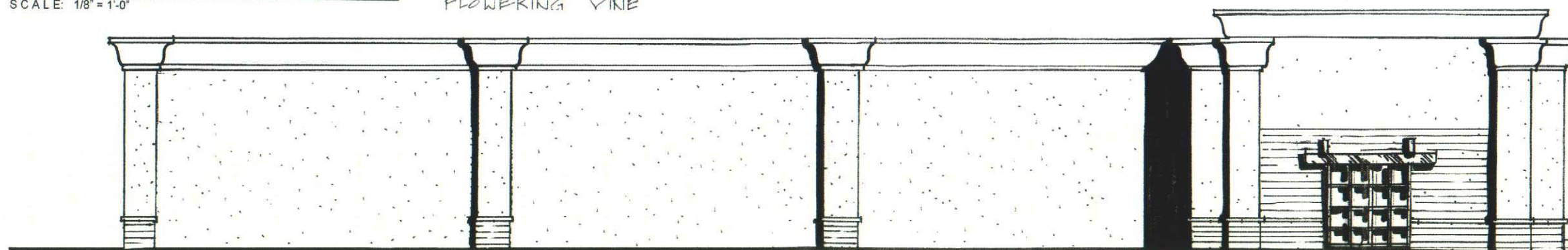


EAST ELEVATION

SCALE: 1/8" = 1'-0"

TRELLIS FEATURE
W/ CLIMBING IVY
FLOWERING VINE

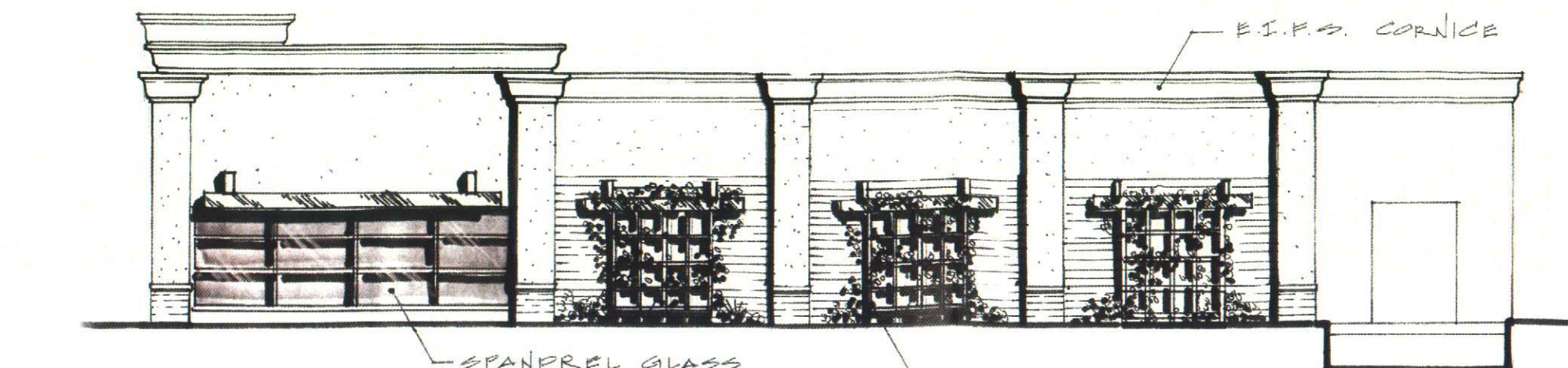
SPANDREL GLASS



SOUTH ELEVATION

SCALE: 1/8" = 1'-0"

LOADING DOCK / WELL



WEST ELEVATION

SCALE: 1/8" = 1'-0"

SPANDREL GLASS

TRELLIS FEATURE W/
FLOWERING VINE

E.I.F.S. CORNICE

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REVISION

Smart & Final

600 Chubb Drive • Orange CA 92668 • (714) 869-7754

**HAYWARD
CALIFORNIA**

DATE	JOB NO.
SCALE	56222
	DRAWN BY

DRAWING NO.



SUGGESTED PLANT LIST

TREES:

SIZE			
18 GAL.	CELTIS SINENSIS	HACKBERRY	11
24" BOX	TRISTANIA CONFERTA	BRISBANE BOX	5
18 GAL.	PYRUS KAWAKAMI	EVERGREEN PEAR	5
18 GAL.	LAGERSTROEMIA NATCHEZ	WHITE CRAPE MYRTLE	7
24" BOX	KOELREUTERIA SPANNATA	CHINESE FLAME TREE	5
TOTAL COUNT:			33

SHRUBS AND ACCENTS:

5 GAL.	ESCALLONIA TERRI	DWARF ESCALLONIA
5 GAL.	RHAPHIOLEPS BALLENGA	DWARF INDIA HAWTHORNE
5 GAL.	RHAPHIOLEPS CLARA	WHITE INDIA HAWTHORNE
5 GAL.	PRUNUS CAROLINIANA COMPACTA	DWARF CAROLINA LAUREL CHERRY
5 GAL.	LIGUSTRUM JAPONICUM TEXANUM	PRIVET
5 GAL.	PHORMIUM TENAX BRONZE	FLAX
1 GAL.	DIETES VESUSTA	FORTNIGHT LILY
1 GAL.	AGAPANTHUS AFRICANUS	LILY OF THE NILE

GROUND COVERS:

1 GAL.	HYPOPHRASEUM	HYPOPHRASEUM
1 GAL.	TRACHELOSPERMUM JASMINODES	STAR JASMINE
500	PESCUE/BLUEGRASS BLEND LAWN	

TOTAL LANDSCAPED AREA SHOWN: 16,376 SQFT

NOTES:

ALL PLANTERS SHALL BE PLANTED WITH GROUND COVERS AND / OR SHRUBBERY GROUPINGS.

ALL PLANTERS ARE TO BE MULCHED WITH A 2" LAYER OF BARK MULCH.

THE IRRIGATION SYSTEM SHALL BE AN AUTOMATIC, UNDERGROUND TYPE USING LOW VOLUME POP-UP SPRAY HEADS AND LOW VOLUME, BURIED, PRE-INSERTED DRIP LINE.

ALL LANDSCAPING SHALL BE IN COMPLIANCE WITH THE CITY OF HAYWARD'S WATER EFFICIENT LANDSCAPING GUIDELINES.

JAMES
FERGUSON
CLABAUGH

LANDSCAPE
ARCHITECT

4505 SI LANE LANE
VACAVILLE, CA 95688
PHONE/FAX: 707-445-3916

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SMART
&
FINAL

HAYWARD, CA

FOR
BROWMAN
DEVELOPMENT COMPANY, INC.

Scale	1" = 20'	REVISIONS
Date	3/9/05	No. Date
Job No.		
Designed by	J.C.	
Drawn by	J.C.	

PRELIMINARY
LANDSCAPE
PLAN

Sheet No.

PL1



SITE PLAN

SCALE: 1" = 20' - 0"



WEST "A" STREET

RAY'S
SUSHI

BURGER
KING

DOLLAR
TREE

THRIFT
STORE

TOGO'S

LA QUINTA INN

HESPERIAN BOULEVARD

HOME
DEPOT

BEDFORD PLAZA APTS

ST. JOACHIM
CHURCH

Bedford Plaza – Primary Building



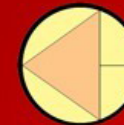
Bedford Plaza – Satellite Building (South)



A STREET



HESPERIAN BOULEVARD



SITE DATA	
EXISTING BUILDING AREA	54,740 SF
BUILDING EXPANSION	8,000SF
TOTAL BUILDING AREA	62,740 SF
GROSS PARKING REQUIRED	415 SPACES
15% REDUCTION IN PARKING	62 SPACES
NET PARKING REQUIRED	353 SPACES
TOTAL PARKING PROVIDED	343 SPACES



EAST ELEVATION



SOUTH ELEVATION



NORTH ELEVATION



NORTH ELEVATION - TOGO'S BUILDING